

**Declaration and Power of Attorney for
Patent Application**

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name; I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

**METHOD AND SYSTEM FOR PROVIDING TARGETED
ADVERTISING IN PUBLIC PLACES AND CARRIERS**

the specification of which:

☒ is attached hereto.

☐ was filed on _____ as Application Serial No. _____ and was amended on _____.

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose information which is material to the patentability of this application in accordance with Title 37, Code of Federal Regulations, § 1.56.

I hereby claim foreign priority benefits under Title 35, United States Code, §119 of any foreign application(s) for patent or inventor's certificate listed below and have also identified below any foreign application for patent or inventor's certificate having a filing date before that of the application on which priority is claimed:

Prior Foreign Application(s):			
Number	Country	Day/Month/Year	Priority Claimed
_____	_____	_____	_____

I hereby claim the benefit under Title 35, United States Code, §120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code, §112, I acknowledge the duty to disclose information material to the patentability of this application as defined in Title 37, Code of Federal Regulations, §1.56 which occurred between the filing date of the prior application and the national or PCT international filing date of this application:

PATENT

Express Mail No. EL663030623US
Attorney Docket No. RSW920010014US1

Prior U.S. Applications:
Serial No.

Filing Date

Status

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

As a named inventor, I hereby appoint the following attorneys and/or agents to prosecute this application and transact all business in the Patent and Trademark Office connected therewith:

A.B. Clay	Reg. No. 32,121
G. M. Doudnikoff	Reg. No. 32,847
E. H. Duffield	Reg. No. 25,970
J. W. Herndon	Reg. No. 27,901
J. S. Ray-Yarletts	Reg. No. 39,808.
John T. Synnestvedt	Reg. No. 18,117
Charles H. Lindrooth	Reg. No. 20,659
Alexis Barron	Reg. No. 22,702
Peter J. Butch, III	Reg. No. 32,203
Joseph F. Posillico	Reg. No. 32,290
Mark D. Simpson	Reg. No. 32,942
Theodore Naccarella	Reg. No. 33,023
Patrick J. Kelly, Ph.D.	Reg. No. 34,638
Gary A. Hecht	Reg. No. 36,826
Stephen J. Driscoll	Reg. No. 37,564
Lisa B. Lane	Reg. No. 38,217
Joshua R. Slavitt	Reg. No. 40,816
Esther H. Chong	Reg. No. 40,953
John A. Chionchio	Reg. No. 40,954
Gregory S. Bernabeo	Reg. No. 44,032
Stephen J. Weed	Reg. No. 45,202
Brett T. Freeman	Reg. No. 46,709
Gene J. Yao	Reg. No. 47,193

Send all correspondence to:

Esther H. Chong, Esquire
Synnestvedt & Lechner LLP
2600 Aramark Tower
1101 Market Street
Philadelphia, PA 19107-2950
Telephone: (215) 923-4466
Facsimile: (215) 923-2189

PATENT

Express Mail No. EL663030623US
Attorney Docket No. RS W920010014US1

Inventor(s): Marcia L. Peters

Signature: Marcia L. PetersDate: 4-17-01

Residence: 137 Beaver Dam Run, Durham, NC 27703

Citizenship: United States

Post Office Address: Same as residence

Inventor(s): James M. Mathewson II

Signature: James M. Mathewson IIDate: 04/16/2001

Residence: 6601 Manor Hill Ct., Chapel Hill, NC 27516

Citizenship: United States

Post Office Address: Same as residence

Inventor(s): John R. Hind

Signature: John R. HindDate: 04/16/2001

Residence: 5005 Barton's Enclave Lane, Raleigh, NC 27613

Citizenship: United States

Post Office Address: Same as residence

M:\EChong\BMS24724\PTO\Declaration.wpd

T08T40: E959E860